In the Claims:

1. [Original] A method of programming a non-volatile memory unit in a hard copy output engine comprising:

determining a geographical area within which the hard copy output engine is to be deployed;

determining an electronic address for a consumables supplier appropriate to the geographical area; and

programming the electronic address into the non-volatile memory.

2. [Original] The method of claim 1, wherein determining an electronic address comprises determining a universal resource locator for an original equipment manufacturer.

3. [Original] The method of claim 1, wherein determining an electronic address comprises determining a universal resource locator for a reseller of consumable supplies associated with the hard copy output engine.

4. [Original] The method of claim 1, further comprising programming the non-volatile memory with product descriptors for consumable supplies associated with the hard copy output engine.

5. [Original] The method of claim 1, further comprising:

determining that the electronic address for the consumables supplier is obsolete;

determining a revised electronic address for the consumables supplier appropriate to the geographical area; and

re-programming the non-volatile memory with the revised electronic address to replace the obsolete electronic address.

6. [Original] The method of claim 1, wherein the hard copy output engine is chosen from a group consisting of: facsimile machines, photocopiers and printers.

7. [Previously Presented] The method of claim 1, wherein determining an electronic address comprises determining a universal resource locator for a supplier chosen from a group consisting of: an original equipment manufacturer, a reseller or a supplier of office supplies including hard copy output engine consumables.

8. [Currently Amended] A method of obtaining consumable supplies for a hard copy output engine comprising:

determining that an amount of consumable for the hard copy output engine is less than a threshold amount;

extracting an electronic address for a vendor of the consumable from a non-volatile memory included in the hard copy output engine;

initiating communication with the vendor using the electronic address; and

~~wherein the initiating comprises~~ directly ~~initiating communication~~ communicating with the vendor from the hard copy output engine.

9. [Original] The method of claim 8, wherein extracting an electronic address comprises extracting a universal resource locator.

10. [Original] The method of claim 8, wherein extracting an electronic address comprises extracting a universal resource locator for a vendor of consumables appropriate to a geographical area within which the hard copy output engine is deployed.

11. [Currently Amended] The method of claim 8, wherein ~~initiating communication~~ the communicating includes transmitting an electronic message from the hard copy output engine which orders a predetermined quantity of the consumable determined to be present in an amount less than the threshold amount.

12. [Previously Presented] The method of claim 8, wherein determining comprises determining using processing circuitry in response to a sensor in the hard copy output engine sensing that an amount of the consumable is less than the threshold amount.

13. [Original] The method of claim 8, wherein initiating communication comprises initiating a servlet.

14. [Original] The method of claim 8, wherein the hard copy output engine is chosen from a group consisting of: facsimile machines, photocopiers and printers.

15. [Currently Amended] A computer implemented control system for a hard copy output engine, the system comprising:

non-volatile memory included in the hard copy output engine and configured to store data representing an electronic address for a supplier of consumables for the hard copy output engine; and

processing circuitry configured to:

determine that an amount of a consumable for the hard copy output engine is less than a threshold amount;

extract the electronic address from the non-volatile memory; and

~~initiate communication~~ communicate with the supplier using the electronic address.

16. [Previously Presented] The computer implemented control system of claim 15, wherein the processor configured to extract an electronic address comprises a processor configured to extract a universal resource locator for a supplier of consumables appropriate to a geographic area within which the hard copy output engine is deployed.

17. [Currently Amended] The computer implemented control system of claim 15, wherein the processor configured to ~~initiate communication~~ communicate includes a processor configured to transmit an electronic message ordering a predetermined quantity of the consumable determined to be present in an amount less than the threshold amount.

18. [Currently Amended] The computer implemented control system of claim 15, wherein the processor configured to ~~initiate communication~~ communicate includes a processor configured to initiate a servlet.

19. [Original] The computer implemented control system of claim 15, wherein the hard copy output engine is chosen from a group consisting of: facsimile machines, photocopiers and printers.

20. [Original] The computer implemented control system of claim 15, wherein the processor configured to extract an electronic address comprises a processor configured to extract a universal resource locator.

21. Cancelled.

22. [Previously Presented] The computer implemented control system of claim 15, wherein the processing circuitry is included in the hard copy output engine.

23. [Previously Presented] A method of obtaining consumable supplies for a hard copy output engine, comprising:

determining a geographical area within which the hard copy output engine is to be deployed;

determining an electronic address for a consumables supplier appropriate to the geographical area;

storing the electronic address in a non-volatile memory of the hard copy output engine; and

proactively initiating communication with the consumables supplier from the hard copy output engine using the stored electronic address responsive to an amount of a consumable for the hard copy output engine being less than a predetermined threshold.

24. [Previously Presented] The method of claim 1, wherein the determinings and the programming are performed prior to deployment of the hard copy output engine in an end user environment.

25. [Previously Presented] The method of claim 1, wherein the programming comprises programming into the non-volatile memory resident within the hard copy output engine.

26. [Previously Presented] The method of claim 8, further comprising:

determining the electronic address corresponding to a geographical area in which the hard copy output engine will be deployed in an end user environment; and

storing the electronic address within the hard copy output engine prior to deployment of the hard copy output engine.

27. [Previously Presented] The computer implemented control system of claim 15, wherein the non-volatile memory is configured to store the data representing the electronic address prior to deployment of the hard copy output engine in an end user environment.

28. [Previously Presented] The method of claim 23, wherein the determinings and the storing are performed prior to deployment of the hard copy output engine in an end user environment.

29. [Currently Amended] The method of claim 8, ~~further comprising~~ wherein the communicating comprises directly sending an electronic message from the hard copy output engine to the vendor without user intervention.

30. [Previously Presented] The computer implemented control system of claim 15, wherein the processing circuitry comprises processing circuitry of the hard copy output engine configured to communicate an electronic message from the hard copy output engine to the supplier without user intervention.

31. [Previously Presented] The computer implemented control system of claim 15, wherein the processing circuitry comprises processing circuitry of the hard copy output engine configured to communicate an electronic message directly to the supplier.

32. [Previously Presented] The method of claim 23, wherein the proactively initiating communication comprises sending an electronic message from the hard copy output engine to the supplier without user intervention.

33. [Previously Presented] The method of claim 23, wherein the proactively initiating communication comprises directly communicating with the supplier using the hard copy output engine.